

SALES OVERVIEW

- 2015
- 2016
- 2017
- 2018

- Overview
- Inventory
- Key Influencers
- State Customer Detail

\$35.34M

Total Sales

\$6.19M

Profit

17.52%

Profit Margin

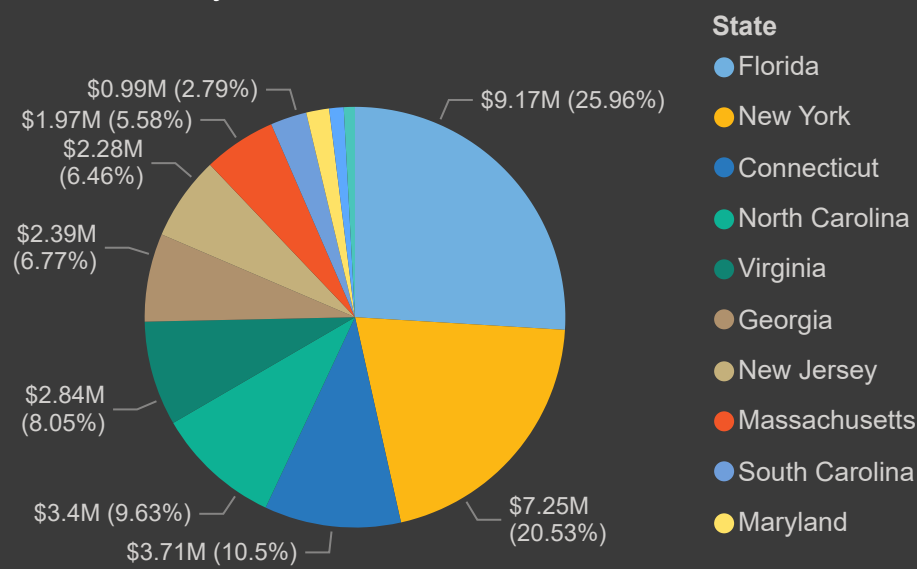
29K

Total Order Quantity

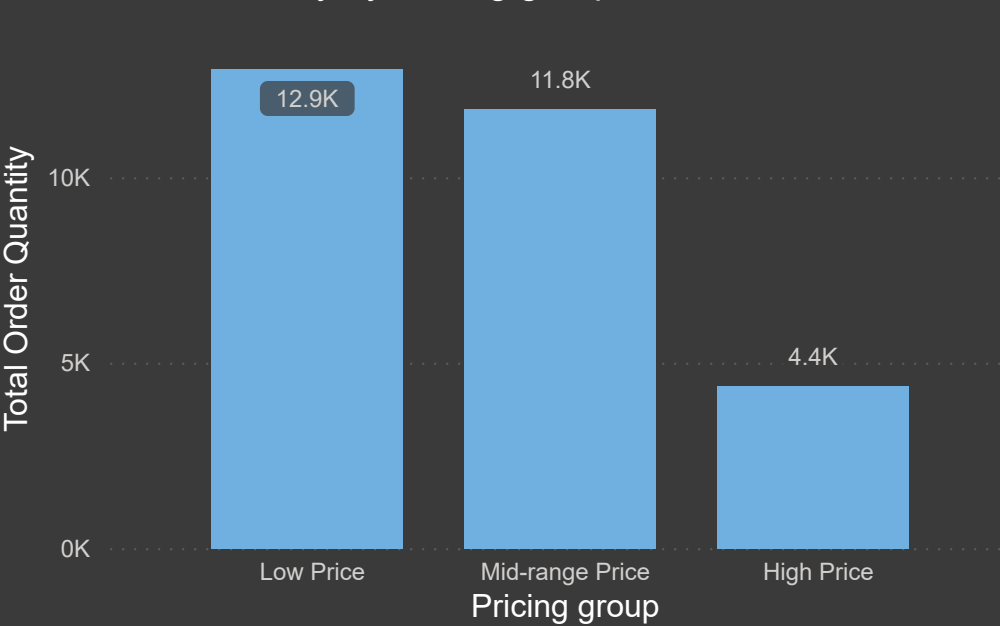
15K

Total Orders

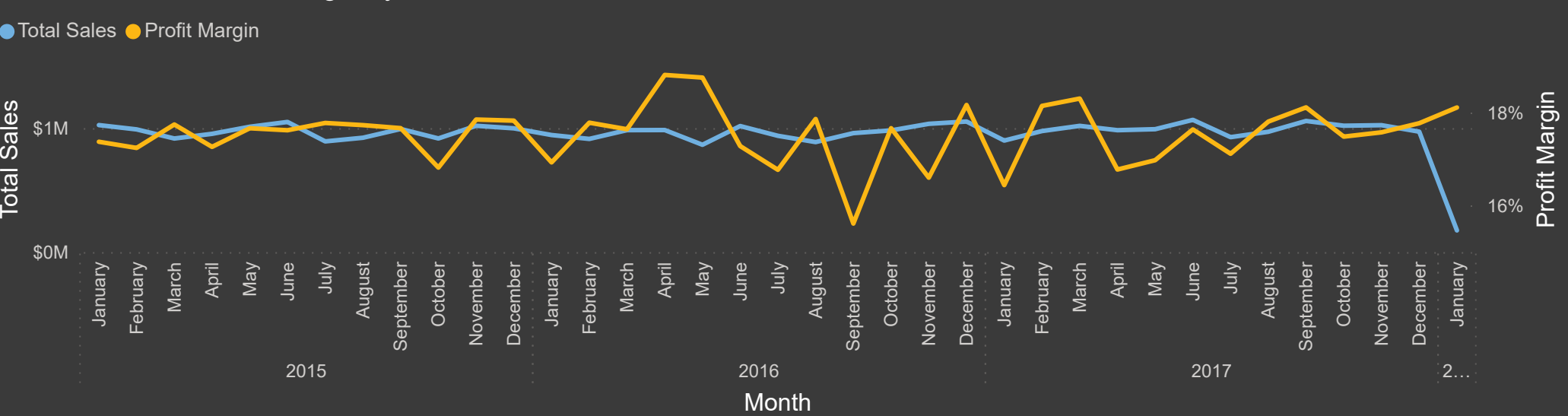
Total Sales by State



Total Order Quantity by Pricing group



Total Sales and Profit Margin by Year and Month





Product Name



Year



All



All



29K

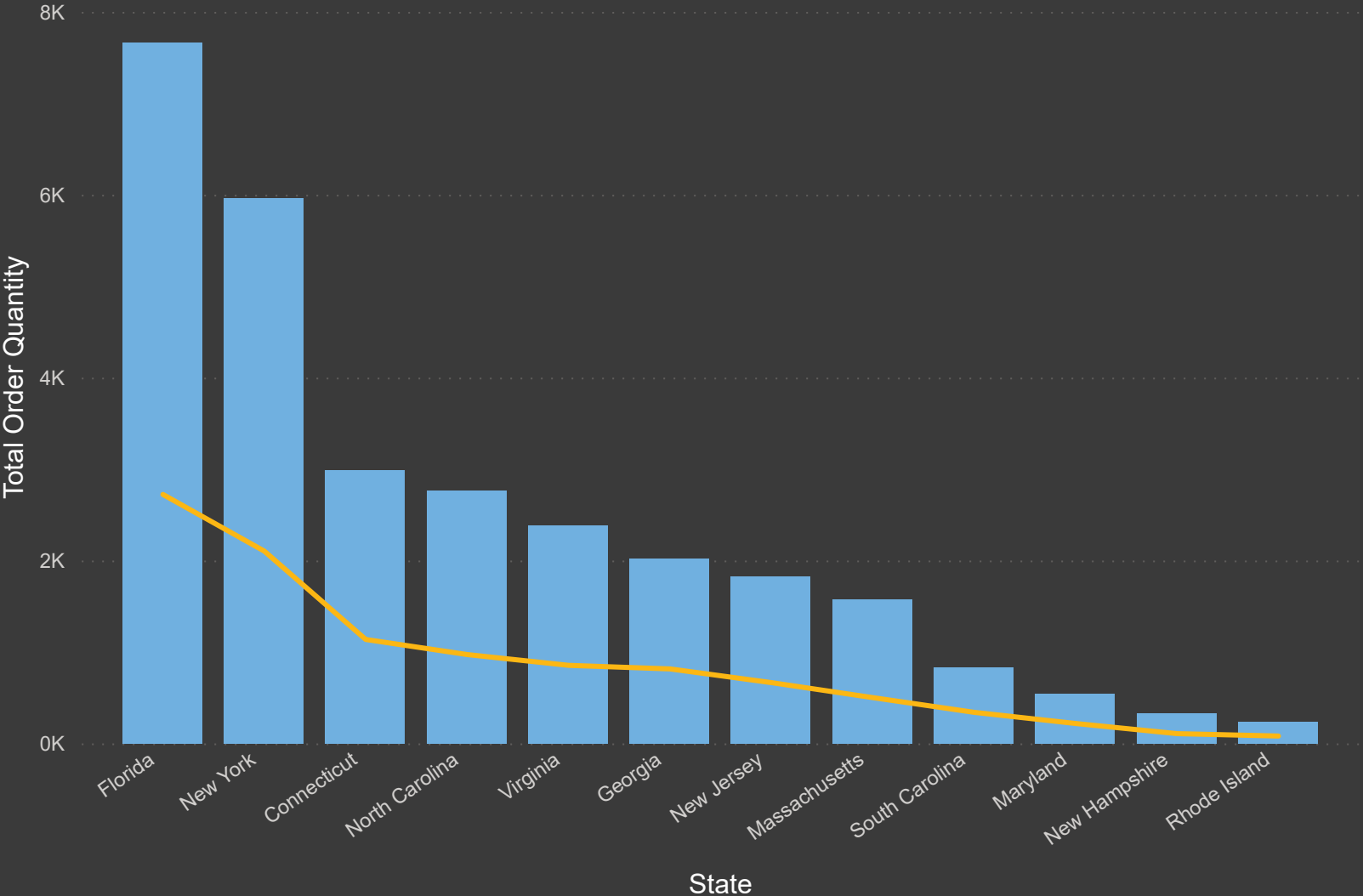
Total Order Quantity

11K

Total Stock Quantity

Total Order Quantity and Total Stock Quantity by State

Total Order Quantity Total Stock Quantity



State	Total Order Quantity	Total Stock Quantity
Florida	7669	2723
New York	5964	2103
Connecticut	2991	1137
North Carolina	2764	972
Virginia	2386	854
Georgia	2019	815
New Jersey	1826	665
Massachusetts	1580	501
South Carolina	831	340
Maryland	540	218
New Hampshire	331	107
Rhode Island	237	81



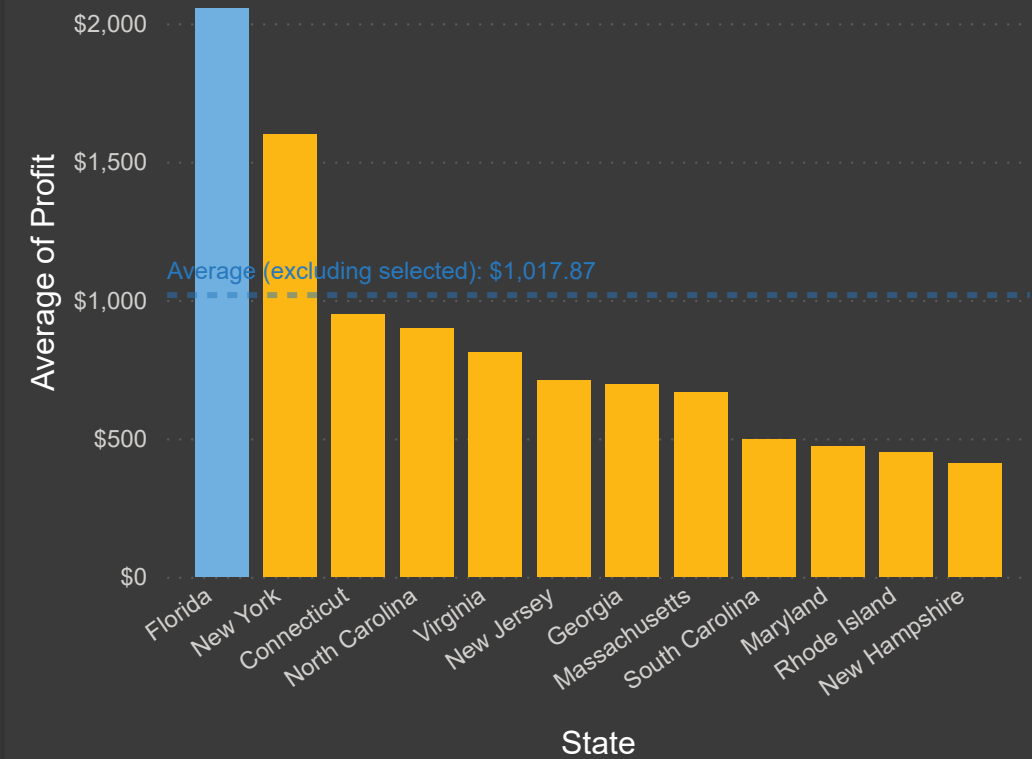
Key influencers Top segments



What influences Profit to Increase ?



← Profit is more likely to increase when State is Florida than otherwise (on average).



☐ Only show values that are influencers



Georgia

State

Column Chart

Bar Chart

Aaron Carr

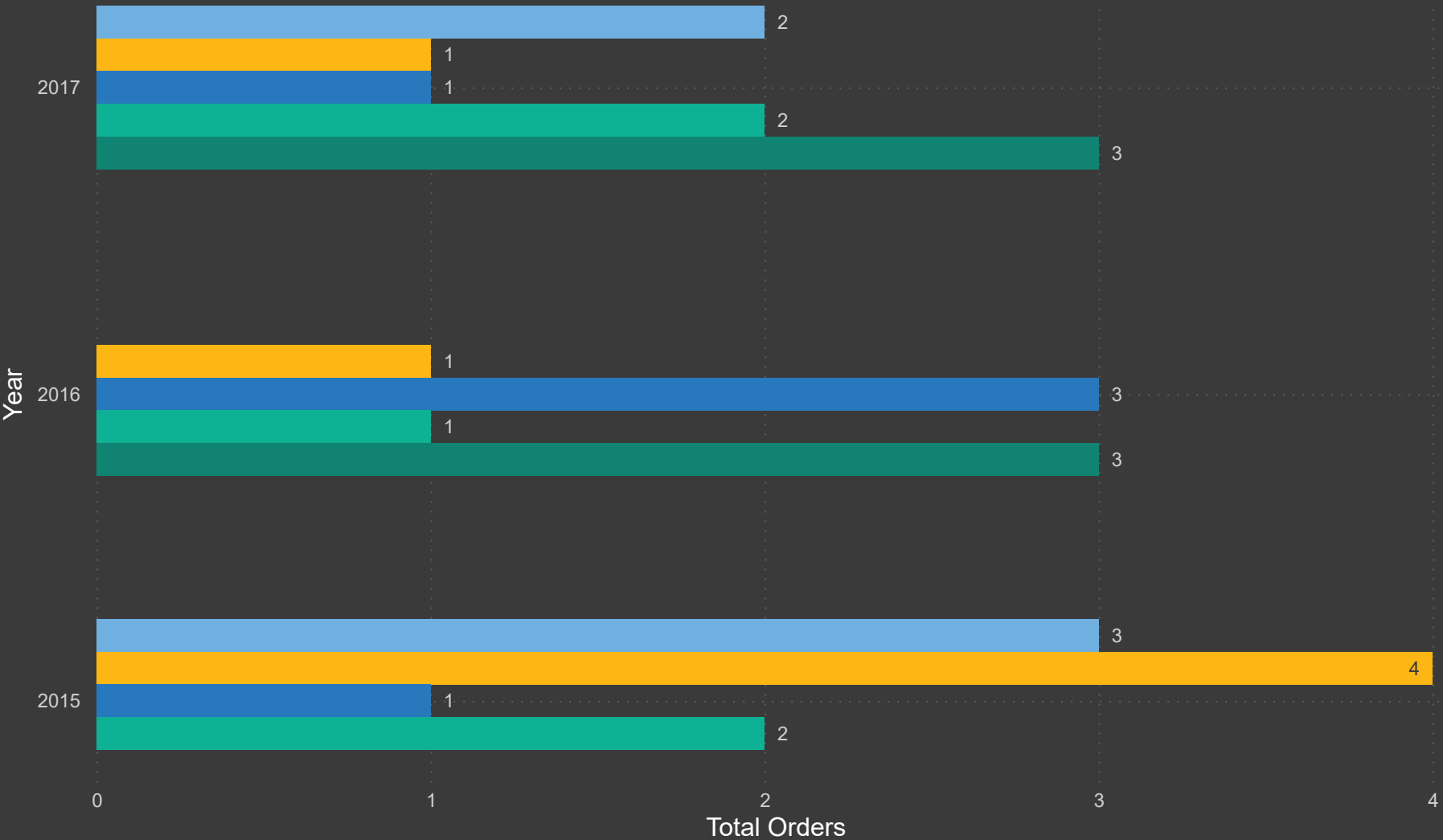
\$4,482
Customer Spendi...

18.72%
SpendingPercent

1
Total Orders

Top 5 Customers total orders

Customer Name ● Bruce Armstrong ● Jesse Wells ● Jose Watson ● Peter Warren ● Russell Grant



Customer Name	Total Sales	Customer Segment
Antonio Owens	\$9,682	✓ Top Client
Bruce Armstrong	\$15,123	✓ Top Client
Bruce Morrison	\$9,988	✓ Top Client
Carlos Scott	\$14,286	✓ Top Client
Carlos Wheeler	\$10,811	✓ Top Client
Chris Fuller	\$9,887	✓ Top Client
Clarence Austin	\$9,640	✓ Top Client
Daniel Fernandez	\$15,279	✓ Top Client
David Ford	\$10,020	✓ Top Client
Douglas Tucker	\$13,196	✓ Top Client
Eugene Hunter	\$13,239	✓ Top Client
Frank Brown	\$10,604	✓ Top Client
Fred Evans	\$10,024	✓ Top Client
Gerald Gray	\$11,874	✓ Top Client
James Foster	\$12,579	✓ Top Client
James Williams	\$10,024	✓ Top Client
Jerry Harvey	\$10,727	✓ Top Client
Jesse Garrett	\$15,549	✓ Top Client
John Hunt	\$14,056	✓ Top Client
Jose Barnes	\$9,583	✓ Top Client
Jose Watson	\$18,513	✓ Top Client
Joshua Garza	\$18,335	✓ Top Client
Joshua Peterson	\$11,574	✓ Top Client
Juan Perez	\$9,909	✓ Top Client
Justin Butler	\$15,053	✓ Top Client
Larry Dunn	\$10,100	✓ Top Client
Mark Simmons	\$13,033	✓ Top Client
Michael Hill	\$10,922	✓ Top Client
Patrick Morales	\$9,818	✓ Top Client
Paul Henderson	\$11,941	✓ Top Client